

READ THIS WELL!! - Miss WALSH (HAMP. BOOKSHOP PRESIDENT) is LISTENING!

TIME: 10:29
DATE: Dec. 2, 1953
SPONSOR: THE HAMPSHIRE BOOKSHOP
SOLICITOR: DMC

Read it beautifully,
dear! 

LONG!

If YOUR exchequer is feeling the pinch of the times and the season, drop in at THE HAMPSHIRE BOOKSHOP, where a dollar REALLY does a lot!

Here are JUST a FEW of the things you can get for a dollar or LESS at the HAMPSHIRE BOOKSHOP:

the CHRISTMAS ISSUE of The LONDON ILLUSTRATED NEWS / a little hand-carved crèche from ITALY / handkarchiebies saying, "Merry Christmas" / a charming book of love poems---^{each} for only a dollar // an **address** book, 70cents / paper guest towels, 59 cents, four little books on the symphony, composers, orchestral music, and operas for 75 cents each / and, [REDACTED] cookbooks, CHILDREN'S BOOKS, stationery / calendars, trivets, IMPORTED CANDIES, and humorous books.

THE HAMPSHIRE BOOKSHOP is open from 9 to 5:30 EVERY day, and until 9 p.m. this THURSDAY NIGHT. The BOOKSHOP will gift-wrap AND mail your packages for you [REDACTED]

So visit THE HAMPSHIRE BOOKSHOP, where a dollar DOES a lot // and GIVE a lot of CHRISTMAS PLEASURE.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

~~THE CORRECT TIME is now 10.26.1.6.6.6.11~~

Bob Barbour
ANNOUNCER'S SIGNATURE

RECD THIS MORN 11/11/54
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TIME: 10:54
DATE: NOV. 11, 1954
SPECIES: THE HAMPshire BOOKSHOP
LOCATION: DMC

and has come out to help the library in time and to
make up for the loss of the HAMPshire BOOKSHOP

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